

Alex Morgan

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EDUCATION

James Madison University, Harrisonburg, VA

May 2021

- Bachelor of Business Administration in Marketing
- CAA Athlete of the Year, 2019
- CAA Commissioner's Academic Honor Roll, 18'-19'
- Cumulative GPA: 3.35

RELATED EXPERIENCE

Customer Service Associate, Walgreens, Charlotte, NC (Seasonal)

August 2016-Present

- Observe the promotion of products being implemented in a B-to-C environment
- Implement product placement strategies by creating displays to gain customer attention
- Promoted the Red Nose fundraiser for children in poverty to customers in order to receive donations
- Assist in selling products to customers and locating the best products based on consumer's needs

Student, COB 300: Integrative Business

Fall 2019

- Completed 12-hour comprehensive learning experience that combined disciplines of finance, marketing, management, and operations to develop a business plan for a fictitious start up business
- Directed marketing section, which focused on market research, opportunity analysis, market segmentation, positioning, promotional and distribution strategies, and budgets and sales forecasting
- Presented formal business proposal and product pitch to industry professionals

Student, MKTG 385: Integrated Marketing Communications

Spring 2020

- Assessed the importance of integrating different marketing platforms to achieve a company objective
- Established a marketing objective to increase sales for an Applebee's communications plan
- Planned out a marketing communications process to achieve the set objective for Applebee's
- Collaborated in a team to design and present an Integrated Marketing Communications plan that showcased our understanding of how marketing channels interact with each other to form a unified marketing campaign

CAMPUS LEADERSHIP

Student-Athlete, Women's Soccer, James Madison University

Fall 2017-Present

- Developed problem solving and communication skills to maintain and improve upon a competitive and positive environment
- Used word of mouth marketing to promote Be the Match Registry to hundreds of on campus students
- Contributed to 2019 CAA Conference championship and NCAA tournament appearance

Member, Student-Athlete Advisory Committee (SAAC)

Fall 2018-Present

- Served as student body voice between teams and administration at the University and National level
- Create programming to support the LGBTQ community on campus and at sporting events
- Attended CAA SAAC Leadership Summit to review yearly goals and created Mental Health PSA video

ATHLETIC AWARDS

4x Player of the Week	VASID All-State Honor, 18' 19'	All-Atlantic Region, Fall 2019
JMA Scholar Athlete of the Year	CAA Conference Leading Scorer, 19'	2019 CAA All-Tournament Team
Rookie of the Year, 2017	Preseason All-CAA, 2018	2nd Team All-Conference, 17' 18'